

## **GREENSBORO PARKS AND RECREATION COMMISSION MEETING**

**Wednesday, April 14, 2010 – 4:00pm**

**Cultural Arts Center – 200 N. Davie Street**

**PRESENT MEMBERS:** Rose Marie Ponton (Chair), Carl Brower, Jr (Vice-Chair), Marc Bush, Ken Free, Lori Galbreath, Robert Clay Hassard, Steve Moore, Wesley Vaughn

**ABSENT MEMBERS:** Zach Crutchfield

**STAFF PRESENT:** Jenny Caviness, Jennifer Hance, John Hughes, Greg Jackson, Mary Alice Kurr-Murphy, Dan Maxson, Nasha McCray, Barbara McKenzie, Weesie Person, Marcie Richardson, Deborah Scales, Laurie Thore, Chris Wilson

**OTHERS PRESENT:** Amanda Lehmert, News & Record

The regular meeting of the Greensboro Parks and Recreation Commission was held at the Cultural Arts Center. Rose Marie Ponton, Chair, called the meeting to order at 4:00pm.

### **Approval of Minutes**

The minutes of the March 10, 2010 Commission Meeting were approved as submitted.

### **Recognitions**

- NONE -

### **Cultural Arts Center Presentation**

John Hughes, Youth and Community Programs Manager, introduced Mary Alice Kurr-Murphy, City Arts Manager, Barbara McKenzie, Cultural Center Event Coordinator, and Jennifer Hance, Music Center Director.

Kurr-Murphy introduced members of the Greensboro Quartet, Gary Anderson, Jim Franz, James Goode, and Dick Lockwood, who are all also members of the Greensboro Concert Band. The Greensboro Quartet performed for Commission Members upon their entry to the meeting. Kurr-Murphy distributed information regarding City Arts programs, events, etc.

McKenzie distributed information regarding organizations that occupy the facility. McKenzie informed Members that there are a few rooms available for rent. There is a room in the Cultural Arts Center dedicated to providing information about the facility and downtown Greensboro. McKenzie informed Members of future and previous events held at the Cultural Arts Center. McKenzie offered a facility tour following the meeting.

## **OLD BUSINESS**

### **War Memorial Stadium**

Hughes reported that for the past 6 years there has been a stakeholders group who have held discussions on how the stadium could be renovated to host college and youth baseball. Approximately 250 games are held from February-October each year at the stadium. Currently there is 1.3 million dollars to be utilized for renovations. Hughes presented Members with the previous and current renovation conceptual design. In the past it was suggested to perhaps use 2.5 million dollars from the 2/3 bonds; however this amount has decreased to 1.3 million dollars. The prior design was an estimated cost of 3.7 million dollars. The current design at a cost of 1.3 million dollars consists of demolishing the entire inside with the exception of the exterior walls and include restrooms and storage. This would not include locker rooms or a concession stand. There would be seating for 500 people.

Greg Jackson, Director, reported that these are 2/3 bonds, not voter approved bonds in which funds could be used elsewhere if not used for the stadium.

Carl Brower, Vice-Chair, inquired how concessions would be provided.

Hughes replied stating portable carts could perhaps be used to provide concessions.

Hughes stated that his opinion is that the design for the plaza area should be relocated to the inside of the stadium verses the current design locating it outside. The cost for the plaza design is \$75,000.

Jackson reported that there may be opportunity to use operational dollars for the outside area.

Hughes reported that a city market located at the stadium has been proposed and would perhaps be a 7 day operation and separate from the Farmer's Market.

Marc Bush, Member, reported that the surrounding neighborhood would like to do more to the stadium. Bush inquired if there is a commitment from City Council and the City Manager's Office to move forward with this design.

Hughes stated that the surrounding neighborhood may perhaps fundraise to provide additional funds for the stadium.

Jackson stated that yes there is commitment from City Council and the City Manager's Office to move forward.

Brower inquired if this design retrofits to give opportunity for future expansion, such as concession stands, locker rooms, electrical needs, etc.

Hughes replied stating that it his understanding that the City of Greensboro Facilities and Engineering Department would cap off all plumbing and electrical areas with all utilities remaining in place.

Steve Moore, Member, inquired if the transportation plan for Summit Avenue and Aycock community will move forward and will the downtown greenway become located near the stadium.

Hughes stated that the plan still exists but is unsure about the plan moving forward. The greenway will be located ¼ - ½ miles away.

Brower inquired about the cost of locker rooms and feels that the \$75,000 designated for the front entrance plaza could be better utilized elsewhere.

Hughes stated that the cost for locker rooms could cost \$200,000-\$250,000 and believes concessions would cost \$75,000-\$100,000.

Rose Marie Ponton, Chair, inquired if there has been discussion regarding a possible donation with a name recognition, such as a bank.

Hughes replied stating that discussions have been held with A&T pondering this idea for the locker rooms.

Jackson informed Members that the City of Greensboro currently does not have a defined sponsorship policy but will bring one forth to the Commission for consideration in the future.

Clay Hassard, Member, inquired if the lighting is included with this project.

Hughes stated that the lights on the fields are already in place and will not have to be altered.

Brower recommended adding concessions even if it less square footage than normal and do away with the outside plaza and perhaps use operational funds for landscaping. Concessions are a revenue operation and would perhaps bring other activities to stadium. This would keep more integrity of the original stadium as far as parking and the entrance.

Moore requested confirmation that this facility would primarily be used for college and youth baseball along with regional tournaments.

Hughes replied stating yes.

Brower inquired if other activities would be allowed.

Hughes replied stating that the only activity allowed at the stadium is A&T's Aggie Fest.

Lori Galbreath, Member, inquired if the Friends of Greensboro Parks and Recreation Foundation have been approached to assist with funding.

Hughes replied stating no, however any organizations could utilize the Foundation for funds donated to the stadium.

Jackson stated that the Foundation currently does not have funding for the stadium.

Wesley Vaughn, Member, inquired if A&T and Greensboro College would be able to use the facility with the new design.

Hughes replied stating yes and normally players dress in uniforms prior to coming to the stadium.

#### **Action Taken**

**A motion was made by Marc Bush and seconded to accept and recommend City Council approval for the proposed plan to renovate War Memorial Stadium at 1.3 million dollars with the understanding that the architect would take money allocated for the plaza in the front and move it to the interior for upgrade to the interior of the facility itself with priority being a concession stand. Ayes: Ponton, Brower, Free, Galbreath, Hassard, Vaughn, Bush. Noes: Moore**

#### **NEW BUSINESS**

- NONE -

#### **STAFF REPORTS**

##### **GYC Carnival**

Hughes introduced Jenny Caviness, Greensboro Youth Council (GYC) Coordinator and Cheri Miller, GYC Member and GYC Carnival Chair.

Miller reported that the GYC Carnival is the largest youth ran event in the state with 200 volunteers and 30,000-40,000 patrons who attend. Miller invited Members to attend the carnival as they will receive free passes.

*At this time the recording device malfunctioned. Hand written notes were used to record the remaining minutes.*

##### **Budget Report**

Dan Maxson, Administrative Services Manager, distributed the budget report (attached). Maxson reported that revenue is down approximately \$150,000 from this time last year. This is partly due to the Sportsplex being closed 40 days because of maintenance issues and snow; therefore event and concession revenue dropped. Recreation Center summer camps did not fill up possibly due to the economy; however Bur-Mil summer camp reached full capacity. Marketing efforts will take place for more camp exposure. An annual grant for the amount of \$40,000 has not yet been received and should be received next quarter.

Expenditures are down approximately \$600,000 compared to last year at this time. This is partly due to the hiring freeze and not having personnel and benefit expenses. The net cost of operations has been less for maintenance needs.

Jackson reported that staff will monitor camps in the future.

Parks and Recreation March 2010		Current Year Month	Prior Year Month	Current Year to Date	Prior Year to Date	Current YTD % APPR	Prior YTD % APPR	Revised Appropriation
<b>REVENUE</b>		209,004	350,816	2,815,196	2,972,228	68%	72%	4,378,394
<b>EXPENDITURES</b>								
Personnel		872,790	695,492	6,533,662	6,881,733	71%	74%	9,190,678
Travel: Benefits		206,263	199,038	2,384,534	2,742,007	77%	80%	8,367,341
Total Personnel		1,079,053	894,531	8,918,196	9,623,740			12,558,017
Maint. & Operations		461,736	610,186	3,954,931	4,015,001	70%	73%	6,207,547
Capital		0	0	0	33,022	0%	100%	0
TOTAL BUDGET		1,540,789	1,504,717	12,873,127	13,671,763	73%	76%	18,765,564
- Revenue		209,004	350,816	2,815,196	2,972,228			4,378,394
NET COST OF OPERATIONS		1,331,785	1,153,901	10,057,931	10,700,535	74%	76%	14,387,170

**Budget Highlights:**

- YTD expenditures are \$659,726 less than previous year.
- Majority of savings is from Personnel and Benefits.
- YTD unbudgeted expenses include \$83K to bring centers into compliance.
- YTD Revenue is down by \$167,000

Maxson distributed proposed budget reduction scenarios (attached). Member comments regarding the proposed reductions are as follows:

Brower: The elimination of the Barber Park Sprayground fee is concerning as there will be chemical cost, maintenance cost, etc. Parks and Recreation currently charges a fee for city pool usage. A cashier would help with possible supervision since the sprayground would not be staffed with lifeguards. Does not support closing the summer playground program as this would allow opportunity for more crime, especially in districts 1 and 2 and all neighborhoods are not conveniently located to a recreation center as an alternative and parents would not let their children walk to centers. Recommended increasing table fees at the Farmer's Market and expressed concern that there currently is not a public restroom at the Farmer's Market. Does not support eliminating or reducing the show wagon rental fee for non-profits. Recommended staff look at the impact of the quality of life programs provide compared to other cities knowing Greensboro Parks and Recreation has won multiple gold medal awards.

Vaughn: Supports charging an entry fee to Barber Park Sprayground.

Hassard: Supports charging an entry fee to Barber Park Sprayground.

Free: Expressed concern about cutting programs that enhance people's lives. Does not support increasing Gillespie Golf Course fees. Parks and Recreation should not be in a position to cut programs. Participation numbers dictate program needs. Many citizens can not afford non-parks and recreation options. Now is the time for the Commission to be heard a form groups for City Council discussion.

Galbreath: Does not support the proposed budget reductions.

Ponton: The Commission needs to advocate for Parks and Recreation to City Council. Does not support cutting summer playgrounds as children need to be outdoors.

Moore: Programs help with obesity concerns.

Bush: Staff has been forced to make reductions and have to make cuts somewhere.

Jackson will review the reductions given the Commission comments and will return with a report at the next Commission meeting.



April 7, 2010

**TO:** Parks and Recreation Commission  
**FROM:** Greg Jackson, Parks and Recreation Director  
**SUBJECT:** Proposed Budget Reduction Scenarios

Yesterday, City Manager Rashad Young presented Council with some potential reduction and revenue enhancement scenarios that would impact Parks and Recreation if adopted. These are reductions that have been submitted but are not necessarily final. A brief summary of the scenarios follows. We will provide more details at the meeting on Wednesday, April 14<sup>th</sup>.

**Lake Higgins Watershed Park- \$90,165 net savings**

Staff is exploring various options that will still allow for some level of operation including a limited opening and a continuation of some environmental education programs. This scenario would result in the elimination of two occupied full time positions.

**Barber Park Sprayground - \$34,726 net savings**

Lifeguards are not required at the facility, therefore, the staffing level will be reduced and supervision provided by other staff. This will not affect the level of service nor the planned Memorial Day Weekend opening. The entry fee will be eliminated.

**Cultural Outreach - \$63,547**

This reduction scenario eliminates funding for 3 outreach programs; the African American Heritage Extravaganza, Native American Cultural Festival, and the Chinese New Year Festival. The reduction would eliminate two roster or part time positions.

**Memorial Stadium - \$11,000**

This reduction eliminates the Temporary Services line item of the maintenance and operations budget. This line item has not been used recently as existing staff has performed the maintenance functions of the temporary service.

**Summer Playgrounds - \$97,816**

This proposal would eliminate the free summer playground program and 39 seasonal positions. The Department would encourage residents to utilize neighborhood recreation centers.

One Governmental Plaza, PO Box 3136, Greensboro, NC 27402-3136 336-373-CITY (2489)

**Administration Division - \$65,920**

The maintenance and operations budget would be reduced.

**Position Reductions - \$254,714**

A variety of vacant full time, part time, and seasonal positions from across the Department would be eliminated in the Manager's budget. This does not include all of our vacancies.

**Revenue Increases - \$115,000**

The Department proposes a variety of modest fee increases for shelter rentals, Farmers Market table rentals, Gillespie Golf Course green and cart fees, dry dock storage fees at Lake Townsend, Sportsplex admission fees, and adult athletic registration fees. Details of these increases will be presented at the Commission meeting.

Cc: Division Directors

Members were given the proposed fee increases (attached). The fees will be posted for 30 days to allow for public comment and will be given Commission consideration for recommendation at the next Commission meeting.

Fiscal Year Budget/Change/Note	Funds and Reversion		Account		Comments					
	Number	Unit	2010-11 Revenue	2011-12 Expenditure						
<b>Revenue Increases</b>										
Green Fees - Golf	101-5003-01	7750	\$22,000	\$22,300	Increases range ball fees by \$.60, Green Fees \$7 and Cart Rental \$5.50					
Rent - Field House	101-5003-01	7801	\$3,000	\$3,000	Farmers Market table has revenue generation based on last year's actual figures					
Rent - Field House	101-5003-01	7802	\$3,000	\$3,000	City of Park - 55 increase of other rates					
Rent - Field House	101-5003-01	7803	\$3,000	\$3,000	Field House - 35 increase of other rates					
Rent - Other	101-5003-01	7804	\$4,100	\$4,100	Laurel City Club - 30% increase from \$300 to \$390 in 2011					
Rent - Other	101-5003-01	7805	\$3,000	\$3,000	Show Noddy - 10% increase from \$200 to \$220 for show wagon rental and maintenance to the fee rate at \$75.00					
Admission and Charges	101-5004-01	7790	\$23,000	\$23,000	Sam's Club - 10% increase from \$18.00 to \$19.80 per hour, room rental from \$35.00 to \$50.00 per hour					
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<b>Total Revenue</b>	<b>101-5004-03</b>	<b>7790</b>	<b>\$115,000</b>	<b>\$115,000</b>	<b>None add sports fees to a per person fee at a rate of \$40.00</b>					



**ADDENDUM**

- NONE -

**SPEAKERS FROM THE FLOOR**

- NONE -

**DIRECTOR'S COMMENTS**

Jackson reminded Members that a tour of the Cultural Arts Center will be given following the meeting. The Citizen Board Member Forum will be held in August. Jackson stated a Commission retreat will soon be discussed for those interested. Jackson encouraged Members to attend events and visit parks and recreation facilities.

**COMMISSIONER'S COMMENTS**

Bush thanked those who gave efforts towards the Women's ACC Golf Tournament and stated he is pleased that the stadium project is moving forward.

Hassard informed Members that he attended the RRS Teleconference regarding advocacy.

Galbreath requested information on volunteer opportunities for youth.

Moore complimented the Cultural Arts Center staff.

Ponton stated that she attended the RRS Teleconference and GYC Banquet and encouraged Members to attend parks and Recreation events.

With no further business Ponton adjourned the meeting at 5:56pm.

Respectfully Submitted,

Marcie Richardson, Executive Assistant  
Greensboro Parks and Recreation